

# Request for Proposal

## High School Reform

State of Iowa

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The Iowa Department of Education is soliciting proposals from experienced entities for the planning and execution of a marketing and public relations program to support improvement of high schools.

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Issued: November 7, 2005

Department of Education

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## **Section 1 Introduction**

### **1.1 Purpose**

The purpose of this Request for Proposals (RFP) is to solicit proposals from experienced entities to provide marketing and public relations services to the Iowa Department of Education for the planning and execution of a marketing and public relations program to support improvement of high schools. The Department intends to award an initial contract beginning on November 23, 2005 and ending on June 30, 2006, with up to three additional one (1) year extensions at the sole discretion of the Department. Any contract resulting from this RFP shall not be an exclusive contract.

## **1.2 Definitions**

**Bidder:** A qualified entity experienced in providing integrated marketing services.

**Contract:** The RFP, any addenda thereto, the bidder's proposal, and the contractual agreement entered into between the Department and the successful Bidder.

**Department:** Iowa Department of Education

**Evaluation Committee:** Iowa Department of Education representatives.

## **1.3 Background Information**

The Department is beginning to implement various types of improvements to public high schools and must communicate to various audiences how and why the improvements will happen, motivate families and communities to partner with educators in making the improvements, and explain how the students and communities will benefit from the improvements. The Department plans to work with various education partners (the state's area education agencies, education associations, higher education institutions), business organizations, other state agencies and community groups to implement these high school improvements.

## **Section 2 Administrative Information**

### **2.1 Issuing Officer**

***Kathi Slaughter***

***515-281-5651***

***[kathi.slaughter@iowa.gov](mailto:kathi.slaughter@iowa.gov)***

***Grimes State Office Building***

***Des Moines, Iowa 50319***

### **2.2 Restriction on Communication**

From the issue date of this RFP until announcement of the successful service provider, service providers may contact only the Issuing Officer. The Issuing Officer will respond only to written questions regarding the procurement process. Verbal questions related to the interpretation of this RFP will not be accepted.

### **2.3 Amendments**

The Department reserves the right to amend the RFP at any time. Notice of any amendments will be posted on the Department's home page at <http://www.state.ia.us/educate>. Interested service providers are advised to check the Department's home page periodically for amendments to this RFP.

The Department may, in its sole discretion, allow service providers to amend their bid proposals in response to the Department's amendment if necessary. Service providers who submit proposals in advance of the deadline may withdraw, modify, and resubmit proposals at any time prior to the deadline for submitting proposals. Service providers must notify the Issuing Officer in writing if they wish to withdraw their proposals.

## **2.4 Procurement Timetable**

The following dates are set forth for informational and planning purposes. However, the Department reserves the right to change the dates.

Issue RFP: **November 7, 2005**

Response to Questions Issued: **November 14, 2005**

Closing Date for Receipt of Bid Proposals: **November 21, 2005**

Announce Successful Service provider: **November 23, 2005**

Completion of Contract Negotiations **November 23, 2005**

Begin Contract: **November 23, 2005**

## **2.5 Questions, Requests for Clarification, and Suggested Changes**

Service providers are invited to submit written questions and requests for clarifications regarding the RFP. The questions and requests for clarifications must be in writing and received by the Issuing Officer before 4:30 p.m., central time, November 14, 2005. Oral questions will not be permitted.

## **2.6 Submission of Bid Proposals**

All proposals must be received no later than 4:30 p.m. central time on November 21. Electronic submissions are acceptable.

## **2.7 Bid Proposal Opening**

The Department will open bid proposals on **November 22, 2005**. The bid proposals will remain confidential until the Evaluation Committee has reviewed all bid proposals submitted in response to this RFP and the Department has announced a notice of intent to award a contract. See Iowa Code Section 72.3.

## **2.8 Costs of Preparing the Bid Proposal**

The costs of preparation and delivery of the bid proposal are solely the responsibility of the service provider.

## **2.9 Rejection of Bid Proposals**

The Department reserves the right to reject any or all bid proposals, in whole and in part, received in response to this RFP at any time prior to the execution of a written contract. Issuance of this RFP in no way constitutes a commitment by the Department to award a contract.

## **2.10 Bid Proposal Clarification Process**

The Department reserves the right to contact a service provider after the submission of bid proposals for the purpose of clarifying a bid proposal to ensure mutual understanding.

## **2.11 Disposition of Bid Proposals**

All proposals become the property of the Department and shall not be returned to the service provider unless all bid proposals are rejected or the RFP is cancelled.

Otherwise, at the conclusion of the selection process, the contents of all bid proposals will be in the public domain and be open to inspection by interested parties subject to exceptions provided in Iowa Code Chapter 22 or other applicable law.

#### **2.12 Public Records and Requests for Confidential Treatment**

The Department may treat all information submitted by a service provider as public information following the conclusion of the selection process unless the service provider properly requests that information be treated as confidential at the time of submitting the bid proposal.

#### **2.13 Evaluation of Bid Proposals Submitted**

Bid proposals that are timely submitted will be reviewed in accordance with Section 5 of the RFP. The Department will not necessarily award any contract resulting from this RFP to the service provider offering the lowest cost to the Department. Instead, the Department will award the contract to the compliant service provider whose proposal best matches the evaluation criteria set forth in section 5 of this RFP.

#### **2.14 Award Notice**

Notice of intent to award the contract will be sent by mail to all service providers submitting a timely bid proposal.

#### **2.15 Choice of Law and Forum**

This RFP and the resulting contract are to be governed by the laws of the state of Iowa. Changes in applicable laws and rules may affect the award process or the resulting contract. Service providers are responsible for ascertaining pertinent legal requirements and restrictions. Any and all litigation or actions commenced in connection with this RFP shall be brought in the appropriate Iowa forum.

#### **2.16 No Minimum Guaranteed**

The total amount of the contract resulting from this RFP is not yet known. The Department anticipates that the selected service provider will provide services as requested by the Department. The Department will not guarantee any minimum compensation will be paid to the service provider.

### **SECTION 3 SERVICE REQUIREMENTS**

The successful bidder will provide services to the Iowa Department of Education for a marketing and public relations program to support high school improvements. The scope of work shall include, but not be limited to, the following:

1. Develop and implement a branding strategy and related creative materials that will successfully communicate high school improvement activities and benefits to all key audiences. Materials must be applicable to print and electronic media.
2. Integrate the branding and creative materials into the Department's existing brand(s).

3. Develop and implement key messages to communicate to all key audiences the need for high school improvements and how the improvements will benefit students, families and communities.
4. The successful bidder shall provide the Dept. of Education with monthly activity reports relevant to the agreed upon scope of work. These reports shall be due by the 10<sup>th</sup> of the month. Said report to be attached to detailed monthly request for payment for services rendered.
5. The Department will reimburse the service provider on a monthly basis for each month of the contract in which costs are incurred. All costs must be pre-approved by the Department.

## **SECTION 4 CONTENT OF BID PROPOSALS**

### **4.1 Instructions**

Proposals must be submitted in writing, either in electronic or print format. One copy should be received by the issuing officer no later than **4:30 p.m. central time, November 21, 2005**. Proposals may be submitted electronically to [kathi.slaughter@iow.gov](mailto:kathi.slaughter@iow.gov) or fax **515/281-4122**. Proposals may also be submitted in hard copy via mail/hand delivery to

**Kathi Slaughter**  
**Iowa Department of Education**  
**Grimes State Office Building**  
**Des Moines, Iowa 50319**

### **4.2 Contents of the Proposal**

The following sections shall be included in the bid proposal:

#### **4.2.1 Bidder information.**

All proposals must include the following basic data about the Bidder:

- Name, telephone number and address, including e-mail address, of Bidder.
- Name, e-mail address and telephone number of person DE may contact during the proposal evaluation process.
- Form of business - e.g. sole proprietorship, partnership, corporation, Not-for Profit organization.
- Whether the business is owned or controlled by a parent corporation. If yes, provide the name and address of the parent corporation, nearest offices and managing office where the project staff assigned to this project will be located.
- A chart of the Bidder's organization showing the level of organizational responsibility of key project staff member. Also chart how projects flow through the agency, using an example.

- A list of personnel to be assigned to this RFP, their functions in the project, length of tenure, and a detailed resume of each.
- Documented experience in performing similar projects by providing the Department a list of clients for whom the representative has provided similar services during the past three years. These clients may be contacted as references.
- List other state marketing, advertising or public relations contracts handled by your agency. Also describe experiences with state work authorizations and billing procedures.
- Whether the Bidder is a small business or certified targeted small business as defined in Iowa Code (2003) section 15.102.

#### **4.2.2 Agreement to fulfill service requirements**

The proposal shall state that the service provider agrees to provide services outlined in Section 3, Service Requirements. Any request for confidential treatment of the proposal shall be included in this section as well as an explanation why disclosure of the information is not in the best interest of the public.

#### **4.2.3 Expectations of the service provider**

This section of the proposal shall state any services beyond the scope of work in Section 3.

#### **4.2.4 Cost proposal**

This section of the proposal shall state the cost proposal for the contract service. The bidder must provide a detailed breakdown of the expected costs for services including hourly rates for services and rates for on-site services and travel time.

### **Section 5 Evaluation of Bid Proposals**

#### **5.1 Evaluation Committee**

The Department intends to conduct a comprehensive, fair and impartial evaluation of bid proposals received in response to this RFP. The Department will use an Evaluation Committee to review and evaluate the proposals.

#### **5.2 Evaluation Criteria**

The Department will initially review all proposals received for completeness. Completed proposals will be evaluated and rated by November 23, 2005.

The following criteria, not necessarily listed in order of importance, will be used to evaluate proposals:

- Bidder's project approach and methodology;
- Quality of project work plan;
- Description of the proposed deliverables;
- Project management and internal controls;
- Firm's and staff qualifications and experience;
- Business references;
- Administrative capacity to provide the services;
- Financial capability;
- Expectations of the service provider; and
- Project costs.

These criteria are general in nature and may be used to develop a more detailed evaluation work sheet. The Department reserves the right to evaluate financial capability of any or all Bidders to satisfactorily complete the requirements of this RFP.

### **Section 6 Contract Terms and Conditions**

The term of the initial contract will commence on November 23, 2005, and end on June 30, 2006. The Department shall have the sole option to renew the contract upon the same terms and conditions for three one-year extensions.